# Discover Oklahoma Destination Dining Guide



Will publish again in spring/summer 2018

200000

COPIES PRODUCED
W/ EACH PUBLICATION



SOMETHING FOR EVERYONE!







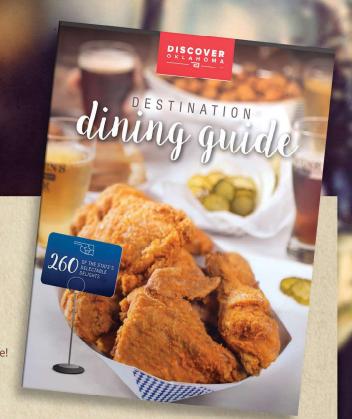
YEAR-ROUND PROMOTION ON DISCOVER OKLAHOMA



2017 RATE CARD

## Discover Oklahoma Destination Dining Guide

Oklahoma Tourism and Recreation Department (OTRD) will publish a new Discover Oklahoma Destination Dining Guide in Summer 2018, featuring more than 260 Oklahoma restaurants. A fan favorite, this dining guide reminds the world Oklahoma has something for everyone! A great message environment for any business wanting to capture the attention of active consumers looking for that perfect restaurant or venue, the Discover Oklahoma Destination Dining Guide is for you!



#### QUICK FACTS

**TARGET PUBLICATION DATE: June 2018** 

FORMAT: 8" x 10"; 80 pages; full-color throughout

PRINT QUANTITY: 200,000

### SUSTAINED MARKETING SUPPORT:

TV — Discover Oklahoma

Digital — TravelOK.com, Facebook, Email Newsletters

**Print** — Oklahoma Today, Oklahoma Travel Guide (Available through TravelOK.com and as free brochures at Oklahoma Travel Information Centers, Consumer Trade Shows, Group Travel Shows, OTRD Partner Locations, and Corporate Road Shows)

#### **AD RATES**

POSITION	AD SIZE	AD RATES
Back Cover	8.25" x 10.25" with bleed; 8" x 10" trim; 7" x 9" safe area	\$7,500
Premium Inside Back Cover	8.25" x 10.25" with bleed; 8" x 10" trim; 7" x 9" safe area	\$6,825
Full Page	8.25" x 10.25" with bleed; 8" x 10" trim; 7" x 9" safe area	\$5,000
Hall-Page (Horizontal)	7.5" x 4.615" live area; 7" x 4.07" safe area	\$3,000
Quarter Page	3.625" x 4.625" live area; 3.125" x 4.125" safe area	\$2,100

Premium ads will be sold on a first-come, first-serve basis with first to renew. All ads are subject to design approval. Published rates are net. Preferred ad format: PDF/X-ia. Design services available for an added fee.